



## Notice City Commission Study Session

7:00 PM

Monday, June 23, 2014

Governmental Center, Commission Chambers, 400 Boardman Avenue

Traverse City, MI 49684

Posted and Published: 06-19-14

The meeting informational packet is available for public inspection at the Traverse Area District Library, Law Enforcement Center, City Manager's Office, and City Clerk's Office.

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At the request of City Manager Jered Ottenwess, City Clerk Benjamin Marentette has called this Study Session.

City Commission:

c/o Benjamin C. Marentette, CMC, City Clerk  
(231) 922-4480

Email: [tcclerk@traversecitymi.gov](mailto:tcclerk@traversecitymi.gov)

Web: [www.traversecitymi.gov](http://www.traversecitymi.gov)

400 Boardman Avenue

Traverse City, MI 49684

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*The mission of the Traverse City City Commission is to guide the preservation and development of the City's infrastructure, services, and planning based on extensive participation by its citizens coupled with the expertise of the city's staff. The Commission will both lead and serve Traverse City in developing a vision for sustainability and the future that is rooted in the hopes and input of its citizens and organizations, as well as cooperation from surrounding units of government.*

### **Welcome to the Traverse City Study Session!**

Any interested person or group may address the City Commission on any agenda item when recognized by the presiding officer or upon request of any commissioner. Also, any interested person or group may address the City Commission on any matter of City concern not on the Agenda during the agenda item designated Public comment. The comment of any member of the public or any special interest group may be limited in time. Such limitation shall not be less than five minutes unless otherwise explained by the presiding officer, subject to appeal by the Commission.

### **Agenda**

Pledge of Allegiance

Roll Call

1. Discussion regarding a possible joint City of Traverse City - Grand Traverse County Housing Task Force. (Jered Ottenwess)
2. Discussion regarding targeted redevelopment areas. (Jered Ottenwess)
3. Discussion regarding City Commission goals and objectives. (Jered Ottenwess)
4. Announcements from the City Clerk. (Benjamin Marentette)
5. Public comment.
6. Adjournment.



The City of Traverse City

## Communication to the City Commission

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FOR THE CITY COMMISSION MEETING OF JUNE 23, 2014

DATE: JUNE 20, 2014

FROM: <sup>50</sup>JERED OTTENWESS, CITY MANAGER

SUBJECT: JUNE 23 STUDY SESSION

### **1. *Joint City of Traverse City - Grand Traverse County Housing Task Force***

Motivated by the continuing challenges associated with unmet demand for housing in the region Grand Traverse County Chairman Herb Lemcool, Mayor Michael Estes, County Administrator Dave Benda, and I have discussed ways to address the situation. Staff has followed up on those discussions to produce the attached City of Traverse City – Grand Traverse County Joint Housing Task Force Proposed Framework document attached hereto. The document is brief and provides background, goal statement, and tasks for the proposed Task Force to undertake.

The County plans to consider the same document/concept at an upcoming meeting. If the City Commission is interested in pursuing the concept, please provide direction and we can schedule for formal action, including possibly assigning two Commissioners to the Task Force.

### **2. *Targeted Redevelopment Areas***

At the June 9<sup>th</sup> study session, City Commissioners generally supported the concept of the City applying for a Targeted Redevelopment Area, as authorized by Michigan's Brownfield Redevelopment Financing Act (PA 381). Direction from the study session included providing iterations of revised TRA boundaries with projected revenue calculations and rationale/criteria for establishing the boundaries.

City staff has worked with Jean Derenzy, Grand Traverse County Deputy Director



of Planning and Development, to provide two TRA iterations attached hereto. Based on feedback from Michigan Economic Development Corporation (State agency with approval authority) staff, Eighth Street is the corridor most likely to receive approval. At this time, only two iterations have been developed as the best possible iterations.

Neighborhood Associations have not been contacted or notified directly because residential areas are not included within the revised, proposed areas.

If the City Commission is satisfied with the proposed areas, please provide direction as to whether or not you would like to move forward with formal approval, which can be a resolution that would be brought for City Commission action. Alternatively, please provide further direction related to additional information/data you would like to have.

### ***3. City Commission Goals and Objectives***

The City Commission held a facilitated study session on February 8, 2014 for the purpose of developing goals and objectives. I have prepared the attached document as a draft summary of the goals and objectives developed at the meeting, which were taken directly from the whiteboards used at the meeting. Please note that only five of seven City Commissioners were able to participate and there has been no formal action to adopt or finalize the goals and objectives.

While the goals and objectives that were developed are instructive and current initiatives underway are addressing many of them, they have not been formally adopted or further refined. I would like to have feedback and direction from the City Commission about next steps in the process. Many possibilities exist: do nothing further; have another facilitated study session to further refine; develop action steps to implement the goals and objectives; or more expansive strategic planning.

e-copy:     Dave Benda, Grand Traverse County Administrator  
              John Sych, Grand Traverse County Director of Planning and  
              Development  
              Jean Derenzy, Grand Traverse County Deputy Director of Planning  
              and Development  
              Russell Soyering, Planning Director



City of Traverse City – Grand Traverse County Joint Housing Task Force  
**PROPOSED FRAMEWORK**

**Background:** The Grand Traverse region has significant unmet demand for a variety of housing choices in and near job centers. Multiple reports substantiate this claim.<sup>1</sup> City and County staff have identified a need for facilitating development to meet this unmet demand and help create better and more housing choices that are consistent with the long-range vision of the region as expressed in their respective master plans.

**Goal:** Create opportunities to encourage development of housing choices by identifying location criteria, scale, mix and types of uses; coordinating private and public funding mechanisms; and, soliciting development partners.

**Tasks:**

- 1) Create a task force comprised of the following members:
  - a. 2 Members of County Commission
  - b. 2 Members of City Commission
  - c. 1 Representative of Housing Commission
  - d. 1 Representative from Garfield Township
  - e. 1 Representative from East Bay Township
- 2) Summarize current state of housing development in the community
  - a. Validate existing goals for housing based on current plans
  - b. Clarify desired housing locations, scale, mix and types of uses and incomes
  - c. Review current organizational capacity for development
- 3) Study approaches to housing development
  - a. Investigate current and new public/private/nonprofit partnership models
  - b. Determine the best partnership model for development of affordable housing that meets community needs
- 4) Implement new partnership model through collective leadership on board(s) and implementation of mutual goals and strategies for housing
  - a. With the end result of building additional workforce homes (rental, ownership, mixed use with affordable and private market rate homes) to meet the demand of the growing region

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<sup>1</sup> *A Regulatory Framework for Workforce Housing in Traverse City; Recommendations from the Traverse City Workforce Affordable Housing Ad Hoc Committee.* March 2008.

*Grand Traverse County 2013 Housing Strategy*

*A Housing Needs Assessment for Grand Traverse County, Michigan.* Community Research Services, LLC (2009).



# Memorandum

Grand Traverse County  
Planning and Development  
231.922.4513 Fax 231.922.4636  
email: [jderenzy@grandtraverse.org](mailto:jderenzy@grandtraverse.org)

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**To:** Jered Ottenwess, City Manager  
**From:** Jean Derenzy, Deputy Director Planning & Development  
**Date:** June 18, 2014  
**Subject:** Targeted Redevelopment Area

The attached maps are drafted to begin discussions with the City Commission on focused areas within specific "targeted areas" on 8<sup>th</sup> Street. There were two targeted areas that are recommended for consideration, both of which have different opportunities.

The first Map titled TRA 1 – Boardman / Woodmere: The opportunities that staff finds within this area:

- Sites that are under-utilized or vacant;
- Connectivity to downtown,
- Ability to implement corridors master plan components.

As requested by the City Commission, I have provided the current taxable value within this area, which currently has a taxable value of \$9,620,308. It is difficult to determine how much TIF will be realized, but taking into consideration the above factors, I determined the first five years of investment. By the 5<sup>th</sup> year (with each year anticipated investment occurring) there would be \$1,080,000 of capture occurring within this area. A more detailed approach will be completed when an area has been specified.

The second map is titled TRA 2 – Garfield / 8<sup>th</sup>: The opportunities that staff finds within this area:

- Under-developed sites
- Implementation of the Corridor Master Plan elements
- improved walkability for residents in surrounding neighborhoods, access to commercial center
- Opportunity for improving access to more diverse retail and service uses.

The current taxable value for this area is \$7,777,069. The rough estimate for private investment is a bit lower than TRA 1, due to the proximity to downtown, the public asset of Boardman Lake and the current connectivity to neighborhoods. Based on the identified factors, it is anticipated by the 5<sup>th</sup> years there would be \$800,000 of capture occurring within this area. Again, this is based only on a very rough estimate in the first five years and a more detailed approach will be completed when an area has been specified.



Jered Ottenwess  
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If additional information is needed prior to the June 23<sup>rd</sup> study session, please feel free to call or email. I look forward to working with you and the City Commission on potential Targeted Redevelopment Areas.



# TRA 2 – GARFIELD / 8<sup>TH</sup>

- 92 Parcels
- \$7,777,069 current taxable value
- Underdeveloped sites
- Opportunity for improving access to more diverse retail and service uses.
- A town square (as called out in the Corridor Master Plan) could be created at 8<sup>th</sup>/Garfield with mixed-use developments along with streetscape improvements
- Improved connectivity from 8<sup>th</sup>/Garfield to the Civic Center along S. Civic Center Drive
- Improved walkability for residents in surrounding neighborhoods, access to commercial center





# TRA 1 BOARDMAN / WOODMERE

- 119 parcels
- \$ 9,620,308 current taxable value
- Underdeveloped sites/vacant sites:
- Underutilized road frontage for many businesses
- Improved connectivity to downtown amenities
- Ability to Implement Corridor Master Plan



6/4/2014 Prepared by: Grand Traverse County Planning & Development



Five of seven City Commissioners participated in the study session on February 8<sup>th</sup> (Mayor Estes and Commissioner Budros were not able to attend). The following goals were developed at the study session and are listed below in ranking order by number of votes received for primary category. Bullet list goals are general to that primary category and should be further refined/prioritized.

1. Infrastructure/Transportation

- Develop a formalized infrastructure policy that places high value on walkability and traffic calming; provides improved and inclusive access; and increases safety related to speeding.
- Complete implementation of an asset management system
- Maintain and improve the current level of public services
- Continue street and road repairs
- Collaborate with area governmental units in sharing the costs of transportation infrastructure that serves the region

2. Economic Development

- Pursue options of a Community Growth and Development Director, or otherwise build capacity to direct economic development citywide and coordinate those activities with quality of life public service improvements.
- Implement corridor improvement plan, including Eighth Street, Fourteenth Street, and Garfield Avenue.
- Find creative ways to fund redevelopment of corridors.
- Corridor plan implementation and Division Street redesign in collaboration with MDOT.
- Implement some of the ideas for traffic calming on Division while we wait for MDOT's redesign of Division.

3. Parks

- Develop a Parks Program for maintenance and improvement of City parks
- Approve a ballot proposal re Brown Bridge Trust Fund to provide support for Hickory Hills and the Bayfront Plan.
- Continue support for the Bay Front Plan (Clinch Park and beyond).
- Upgrades to Hickory Hills ski area, new lodge and new surface based lift system.
- Strategies to help maintain city assets, e.g. History Center Building, Opera House, Wellington St. Building (Safe Harbor), including options with the use of Brownbridge Trust Fund if approved by the voters.
- Brown Bridge Trust Fund ballot initiative must pass in order to fund improvements to parks.
- Adopt a master plan for Hickory Hills and start implementation.



- Conduct an economic impact study of parks and recreation to better understand the impact of our parks and their use.
  - Develop a Parks & Public Space Implementation Plan that will implement and manage low cost improvements, and that will more quickly implement design ideas, creating more socially interactive and attractive public spaces throughout the city.
  - Complete asset management assessment and plan.
  - Assess need for City's under-utilized assets, e.g. coal dock, parking lots, 517 Wellington St.
4. Fire Department
- Investigate First Responder Ambulatory Services at TCFD.
5. Others receiving one vote
- Adopt the Active Transportation Plan
  - Storm water run-off affects our beaches, and mitigation might be appropriate for Brown Bridge Trust funds.
  - Maintain and improve public assets and City-owned buildings
  - Bring Information Technology expertise onto staff
  - Infrastructure/Water general category